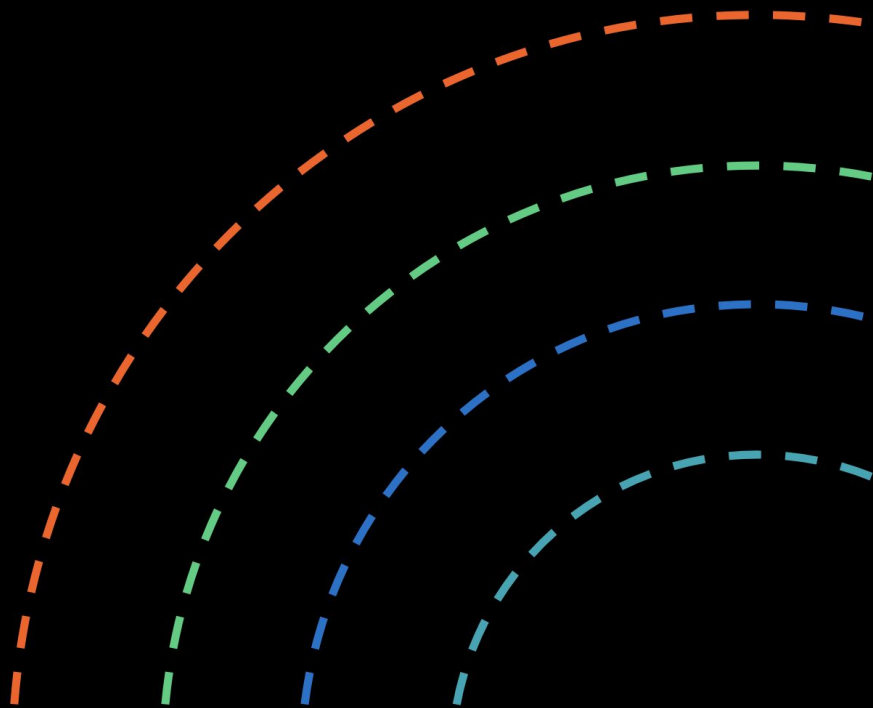




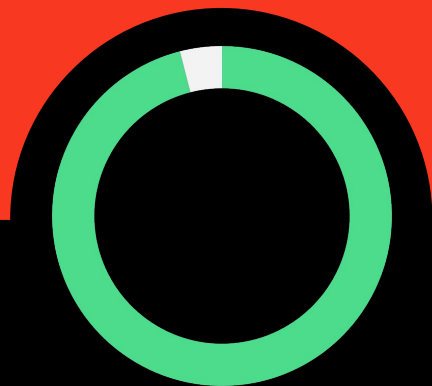
**Orchestrate.  
Automate.  
Transform.**

Jakob Freund, CEO Camunda



96% of decision makers agree:

**Process Automation is the key to Digital Transformation.<sup>1</sup>**



**But it's also the challenge.**

**Most organizations have more than five endpoints needed for automation:<sup>2</sup>**



Human Work



AI



Business Rules



Micro Services



RPA



API



IoT



Systems  
(legacy + homegrown)

Source: 2023 State of Process Orchestration Report. n = 755 IT decision makers from the US, UK, Germany, and France.

<sup>1</sup> Question: To what extent do you agree or disagree with the following statement: "Process automation is a vital element of digital transformation"?

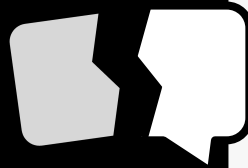
<sup>2</sup> Question: Which of the following components are included as part of a typical process automation implementation within your organization?



**Most organizations have more than five endpoints needed for automation.**



**Business and IT teams struggle to communicate and collaborate.**



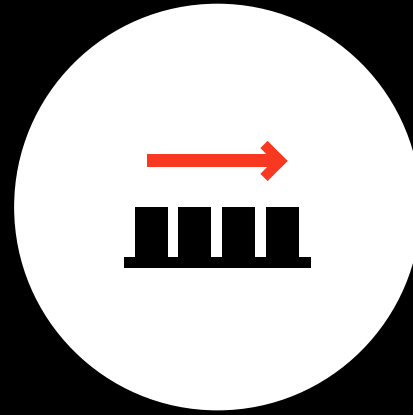
**Digital transformation leads to a growing need for scalability and resilience.**





## Aspiration

Maximum levels of  
automation **where processes**  
**run seamlessly**



## Reality

Dealing with a complex mix  
of systems is a **harsh**  
**reality**

VA



U.S. Department  
of Veterans Affairs

C

Increasing the rate of automation for benefits claims by more than 65% and reducing average claim processing time by over 33%.

Camunda enables organizations to **orchestrate processes** across people, systems, and devices to continuously **overcome complexity** and **increase efficiency**.



Reducing the time to quote from 48 minutes to 2 minutes.



Orchestrating hundreds of RPA bots to provide high-quality customer service and achieve true digital transformation.

**Process orchestration** gives businesses the ability to **manage multiple core operational processes**. These platforms **focus on controlling the “what resource (person or tool) does what work when”** level, leaving the “how” execution at the individual work instruction level within the specialist technologies.

**Gartner®, Emerging Tech Impact Radar: Hyperautomation, 28 March 2023**

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**Process orchestration** is critical both to  
**manage end-to-end customer journeys**  
and to **provide consistency of experience**  
to the human workforce.

**Gartner®, Emerging Tech Impact Radar: Hyperautomation, 28 March 2023**

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# Camunda: The Universal Process Orchestration Platform



## Design

Developers & business users collaborate to design & deploy processes with Camunda.



### Modeler

Model & deploy business process diagrams with BPMN & DMN.

Available via web and desktop app.



### Connectors

Out-of-the-box integrations to easily communicate with popular enterprise applications & protocols.



### Integration Framework

Build & provision your own connectors to any system including home-grown & legacy applications.



### Forms

Drag & drop creation of forms that power workflows that require human interaction.

## Automate

Enterprise-grade automation platform. Built for today's business complexity, loved by developers.

POWERED BY ZEEBE



### Workflow Engine

Next-generation, cloud-native BPMN workflow engine that unlocks unparalleled speed, scale & resilience.



### Decision Engine

Automate decisions in end-to-end business processes via DMN.



### Tasklist

Assign and execute tasks that require human interaction via easy-to-use Forms or via your own apps with the Tasklist API.



### Operate

Real time visibility to monitor, analyze and resolve problems with any process instance.

## Improve

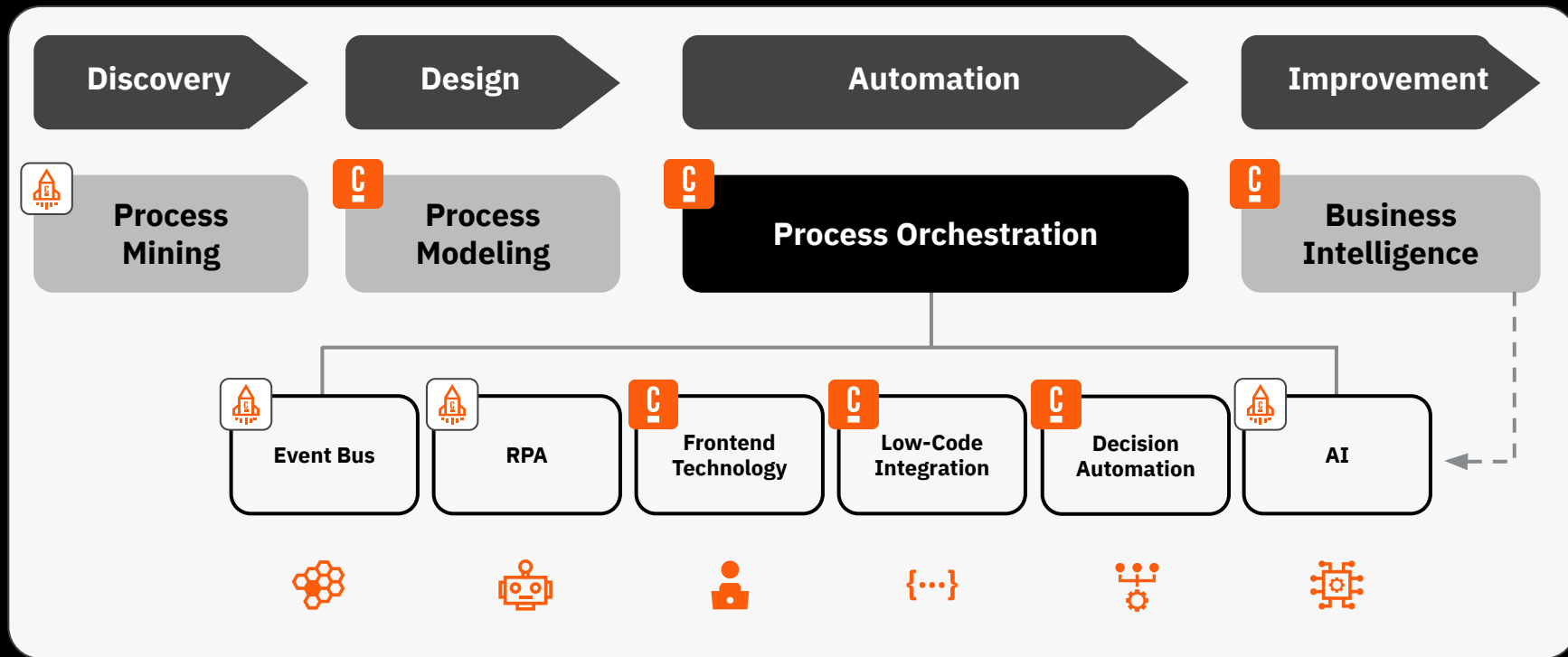
Teams have the insights to fix the highest ROI problems for their business processes.



### Optimize

Get the insights you need to understand and continuously improve your business processes.

# Covered by Camunda or Partners



# Customers we've helped

## Financial Services



## Insurance



## Telecom



## Media



## Transport & Logistics



## Technology

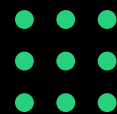


## Manufacturing

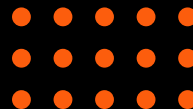


## Public Sector





**Thank you!**



# Camunda - The Universal Process Orchestrator

## Orchestrate

Complex process flows across people, systems and devices.

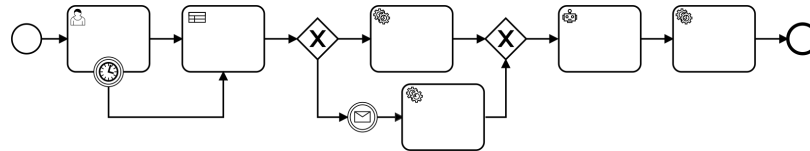
## Automate

Any process, anywhere.

## Transform

Your organization toward a digital future.

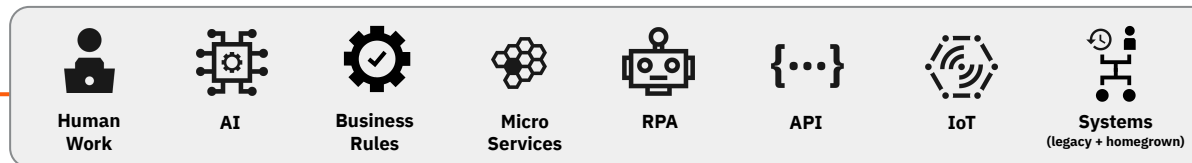
Collaborate



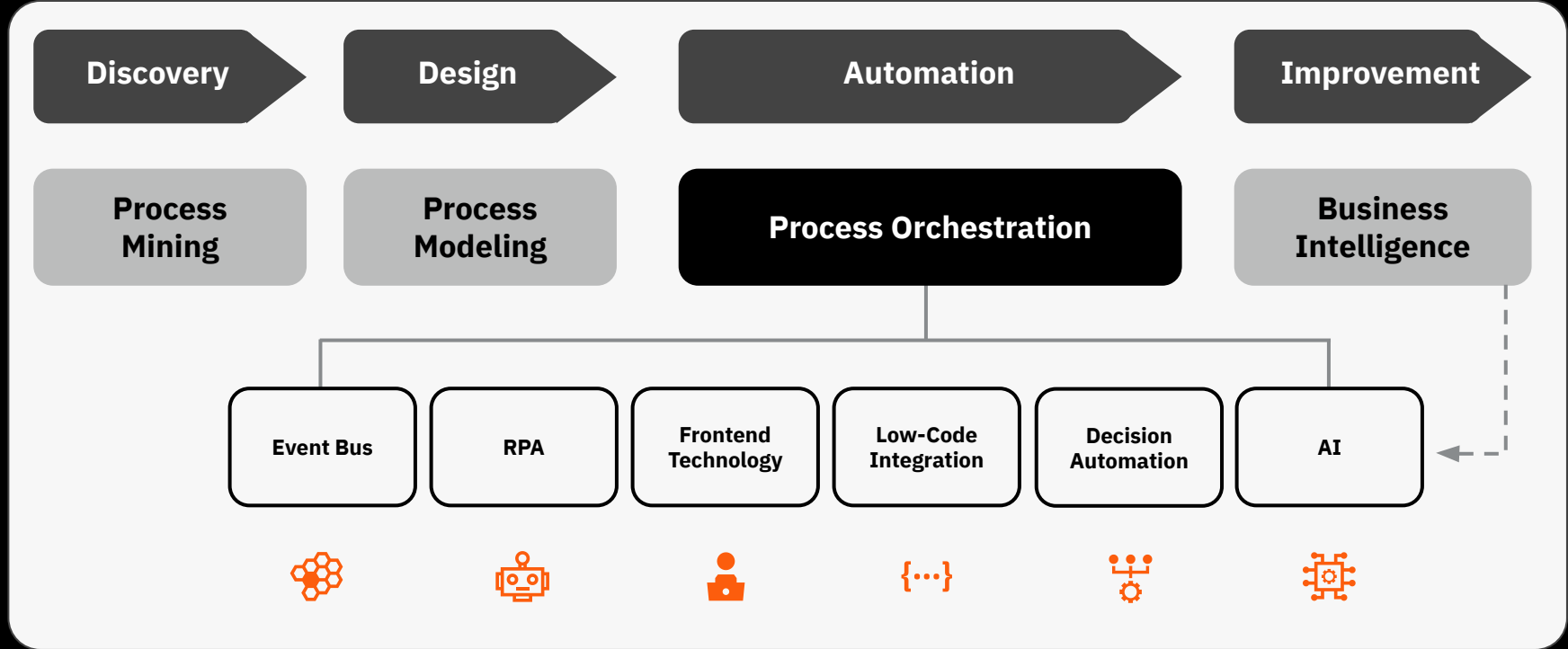
Flexibility



All Endpoints



# Hyperautomation Tech Stack



# Camunda: Process Orchestration Platform



## Design



Modeler



Connectors



Forms



Integration Framework

## Automate



Workflow Engine



Tasklist



Decision Engine



Operate

## Improve



Optimize

- Custom performance reports
- Custom dashboards
- KPI-based monitoring and alerts

### IT Initiatives

- Build a centralized process automation platform
- Replace a legacy business process management (BPM) suite
- Move applications to the cloud
- Replace homegrown workflow technology

### Technical Use Cases

- Human workflow automation
- Decision automation
- Microservices orchestration
- Document management
- RPA bot orchestration

### Business Processes

- Customer onboarding and data management
- Order management
- Claims management
- Loan origination
- Risk management and underwriting

### Connectors

Build your own connectors, or use pre-built connectors out of the box:

- **Connector SDK**
- Amazon SNS/SQS
- AWS Lambda
- Google Drive
- GraphQL
- Kafka
- REST
- Slack
- UIPath
- Webhooks

### Platforms + Languages

Build and deploy with your preferred language and tools.

- Java/NodeJS
- Go
- C#
- Rust
- Spring
- Ruby
- Quarkus
- Python
- **+More**

### Stakeholders

BPMN & DMN standards bring teams together to speak the same language and collaborate effectively.

- Software Developers
- Citizen Developers/Business Technologists
- IT Teams / Managers
- Business Unit Managers
- Enterprise Architects
- CoE Leaders
- CIO / CTO

### Enterprise Functionality

- SOC2
- LDAP/Active Directory
- Private and Multi-Cloud